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ABSTRACT

This book presents 15 essays concerning the growing importance of institutional advancement experience to winning and successfully conducting a college or university presidency. This is a series of essays by successful university CEOs who achieved their positions from an advancement background and who clearly understand the importance of advancement experience. They offer insights into leadership characteristics of an effective advancement president, as well as the overall goals and functions of this position. After two forewords (by William C. Friday and Peter McE .Buchanan) and a preface (by Mary Kay Murphy), the papers are: (1) "Presidents as Public Teachers" (Robert L: Payton); (2) "Advancement Professionals Who Would Be Presidents" (James L. Fisher); (3) "An Advancement President's Perspective on Strategic Planning" (Frederick C. Nahm); (4) "Creating and Marketing an Institutional Image" (Brice W. Harris); (5) "The Advancement Role in the Research University" (Steven Muller); (6) "The Advancement President in the Liberal Arts College-And Beyond" (Michael F. Adams); (7) "Public and Private Partnerships: Leveraging Private Giving with Public Policies and Public Revenues" (D. Bruce Johnstone); (8) "State Universities, Legislative Constituencies, and the Advancement President" (Joseph E. Johnson); (9) "The Advancement Professional as Head of School" (Elizabeth M. Lee); (10) "Forging a Unified Vision Among Diverse Constituencies" (Douglas Covington); (11) "The Importance of Building Alliances and Networks: Alumni and the President-Advocate" (James R. Appleton); (12) "The Advancement President and Board Development" (Jake B. Schrum); (13) "Community Relations and the College Mission" (Catherine Dunn); (14) "The Advancement President and the Faculty" (Edward G. Coll, Jr.); and (15) "Advancement as Preparation for a Presidency" (Mary Kay Murphy). Two appendices list presidents who rose through advancement ranks and schools offering degrees, certificates, and other educational opportunities in institutional advancement. (Contains approximately 250 references.) (DB)